COLE PRODUCTION GROWS.

P. Henderson, general sales man ager of the Cole company, is responsible for the statement that the shipments are setting new sales records. Mr. Hen-

the unparalleled demand for motor cars.

TOBACK TAKES ON KING EIGHT LINE

A. Elliott Ranney Co. Becomes Dealer for Popular Priced Machine.

SERVICE STRENGTHENED

Ranney Company, one of the best automobile distributers in the opoiltan district, has contracted the King Motor Car Company of to distribute the sight cylinder The A. Elliott Ranney Company aken the quarters heretofore occu the King at Broadway and Fifty-

troit claims to be the manufacturer of America's most popular priced eight cylinder product. Mr. Toback takes eylinder product. Mr. Toback takes with him the organization that has sur-rounded him for the past five years, with G. Taylor as sales manager. There has been much speculation in stropolitan motor circles and in the

sobile manufacturing centres as to his organization. It is known that he has been cautiously looking the field over. He has been to all the automobile manufacturing centres. It is known that Mr Toback could have written his experts of national reputation after own contract with some factories.

Instead of taking advantage of the offers he has been weighing the evidence gained through his investigation.

Instead of taking advantage of the offers he has been weighing the evidence gained through his investigation.

dence gained through his investigation as he said: "There is something more involved in the sale of a motor car than the mere transfer of material things. Honor courtesy, consideration, efficiency and satisfaction must enter into every transaction where the name of the A. Elliott Ranney Company is concerned. The fact that we have decided upon the King is a compliment to that product."

Mr. Toback is now perfecting his argaments so that every King owner will enjoy the same kind of service that has characterized the Ranney organization in the past.

The King Motor Car Company's

tion in the past.

The King Motor Car Company's growth has been conservative in its policies. It has, it is said, hit the keynote in the eight cylinder field by bringing out a motor car at a price that signed the Indianapolis speedway, was signed it without competition. For the The King Motor Car Company's growth has been conservative in its policies. It has, it is said, hit the keysite in the eight cylinder field by bringed the Indianapolis speedway, was another speaker at the dinner given by list twithout compelition. For the list twithout compelition is the solid train the smooth wooden of the most of

of ninety-two cars for Indiana letment of ninety-two cars for indiana and Ohio. The King's foreign business is also healthy. A financial statement from the King Motor Car company shows sales have increased 300 per cent. Mr. Toback and one of his engineers

have both been driving King eights for the last three weeks. They both put the urned over to them through gruelling tests. Mr. Toback also spent some time at the King factory in Detroit.

SILVER'S SIGN UNTOUCHED.

Silver's Sign untouched.

No one Yet has hit the Mark at the Polo Grounds.

The 40 foot sign which C. T. Silver has at the Polo Grounds has not been hit with a fly ball from the home plate as yet. There has been a close call on several occasions and in one instance the sign was saved by a miraculous catch by an outfielder.

When the ball season opened Silver effered a new Overland car to the first New York player who in a championable game hit the sign with a fly ball. At the time there was a difference of opinion as to the case with which it

At the time there was a difference of opinion as to the case with which it could be hit. Many of the baseball world's Park. Hank is the third scribes went so far as to say it could be hit nevery game and suggested that the sign should be hit two or three times by the same player or that some times by the same player or that some times by the same player or that some of advertising and publicity manager, has been appointed general sales and advertising and publicity manager.

particular part of the sign should be bit.

The disance from the home plate is 34 feet, however, and Silver did not want to put too great a handicap on the earning of the car, so his offer took in the entire forty foot sign. Later he has had the wording of the sign changed and from now on any player from a visiting team in a championship fame is included in the offer.

The New York players may have been inclined to take it easy till now, as they alone had a chance for the car, but of advertising and publicity manager, has been appointed general sales and advertising manager. D. L. Watson, who has been with the Haynes alone with the Haynes alone with the Haynes, and advertising manager. J. L. Larkin, previously sales promotion manager. As Merinbaum, whose work the past year as advertising manager of the company has created favorable comment, has been appointed satisfact and advertising manager. J. L. Larkin, previously sales promotion manager. As Merinbaum, whose work the past year as advertising manager of the company upward of ten years, is graduated from assistant sales manager. J. L. Larkin, previously sales promotion manager. As Merinbaum, whose work the past year as advertising manager of the manager in the past year.

The New York players may have been inclined to take it easy till now, as they alone had a chance for the car, but now that all players have been included by the Overland distributor they will likely put forth some strenuous efforts to win out.

THIRTY GALLONS IN HIS TANK.

Marmon Car Has Specially Built Body for Motorist.

The Marmon New York Company has fust delivered one of its model 41 cars with a thirty gallon gas tank to a New York gentleman who spends the greater part of the year in touring and who had the body built according to his ideas of convenience and comfort. The Car is of the roadster type and the feek is constructed to conceal a collapsible top, two mounted shoes and spaces for tools and battery. Back of the seats is a compartment large enough to hold two dress suit cases.

The body is of the convertible type, felding frames being attached to the correct the car into a cabriolest. The purchaser has an all the year round car without the folded top and also minus the extra tires gually carried. The colors are king's blue with bright red wheels.

NEW HUDSON CAR PROVES TO BE

Predict Better Than 120 Miles an



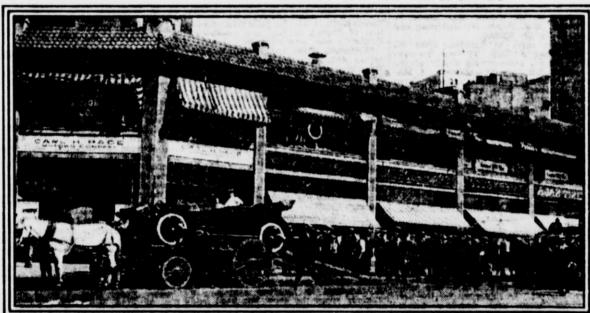
Automobile speeding at the rate of 120 miles an hour before the 1916 racing

How the Framework for the Speedway is Constructed.

Notes of Live Interest to the

Motor Trade, Local and Foreign

MITCHELL CARS COME IN BY EXPRESS



A new warning signal arrived last week

QUICK SELLER IN HOUPT'S HANDS

FEDERAL SHOWS GROWTH.

vice End in New York.

The rapid increase in the number of owners of Federal trucks in the New York territory the past year has made it necessary to extend the service facilities to take care of their needs. Thomas, president and general man-ager, says:

"We have always made it a rule to mmediate delivery and eight for August leivery, three months earlier than the plic cars were introducction is a great hat this earlier introduction is a great devantage to dealers, since they can note effectively create a local market or a new machine in the late spring han in late summer or early fall. What probably is a record was made Many a motorist is now getting his first many a motorist is now getting his first our floor space and more than triples our floor space and more than triples.

our floor space and more than triple our service quarters. The first floor will be entirely devoted to service quarters. garage and repair shop, with an en-trance directly off the street, and here Federal owners will receive the best service that adequate facilities and ex-perioned men can give

perienced men can give."

The second floor is given over to a show room, general offices and sales department, together with a department for spare parts. New Jersey owners have also received

New Jersey owners have also to the attention by the establishment of the Federal Truck Company of Newark, 585-987 Broad street, Newark, where service will be rendered to those in Essex, Union, Morris, Passaic and those in Essex, Union, Morris, Passaic and those portions of Bergen and Hudson counties lying west of the Hackensack River. George A. Ludiam, J. H. Conover and J. H. Bowman will have charge there.

MOTOR COURSE IN **COLLEGE FOR WOMEN**

St. Mary's at Notre Dame, Ind., Makes Use of Studebaker Chassis Indoors and Out.

At the suggestion of Miss Mary M Callahan, directress of the physical the training department of St. Mary's Academy and College at Notre Dame, Ind. the faculty of St. Mary's adopted a course of automobile study for the young women who might be interested. It is probably the first instance of its kind in institutions devoted to the education of young women.

Miss Callahan consulted with officials of the Studebaker Corporation relative to the best methods for installation of the course in training and securing the most practical results. She found them to be greatly interested and agreeable to lending every assistance possible, from appreciation of the general good that could be made to result to the automobile manufacturing industry. The Something in the Quality Line and public spiritedness of Studebaker also prompted the tender of a completely

dequipped Studebaker chassis for the use of the class.

According to the instructreas, great interest is being taken by the young women in the work, and they show now, while learning to drive, even more than during the indoor term, their cupreciation and grasp of knowledge gained from the leasons given. A photograph dissection and grasp of knowledge gained from the leasons given. A photograph dissection and grasp of knowledge gained from the leasons given. A photograph dissection and grasp of knowledge gained from the leasons given. A photograph dissection and grasp of knowledge gained from the leasons given. A photograph dissection and grasp of knowledge gained from the leasons given. A photograph dissection and grasp of knowledge gained from the leasons given. A photograph dissection and grasp of knowledge gained from the leasons given. A photograph dissection and grasp of knowledge gained from the leasons given. A photograph dissection and grasp of knowledge gained from the leasons given. A photograph dissection and grasp of knowledge gained from the leasons given and taken of the class and sent to Studebaker shows the young ladies familiarizing themselves with motor and transmission arrangements and the relation each function of motor machinery bears to another. Pifty points are the limit for any line of work in the physical education department of St. Marry's, Miss Callahan explains in out. At the close of the indoor term, she states, "oral and written examinations were harded in with this new product.

"The official state the big Toledo plant maintain strict secrecy in connection with this new product.

John N. Willys, president of the Overland season further state takersfiled in Phoenix tand Company, makes no further state. The feeling in connection that the new car will match the relation each further with the highest sand sent to further state. The feeling among those most closely four the highest distinct the relation each further with the highest are the limit for any line of work in the this new pro

Honors to Packard at Panama-Pacific

A WIRE received on Thursday by the Packard motor car branch from the factory at De-

"Superior jury of Panama-Pacific Exposition has awarded Packard Motor Car Company grand prize and first medal of honor. This is their highest award. Exhibit comprised one touring car and one chainless truck. Henry B. Joy, president Packard Motor Car Company, arrived San Francisco June 17 in Twin Six after muddiest and roughest of his seven trips across continent. Left Detroit May 27 with mechanic and A. F. Bement, Lincoln Highway Association. Twin Six created sensation at all stopping places."

NEW CAR FROM WILLYS.

Yet in the \$1,000 Class.

The report is that the Overland is big., new, powerful car in the \$1,000

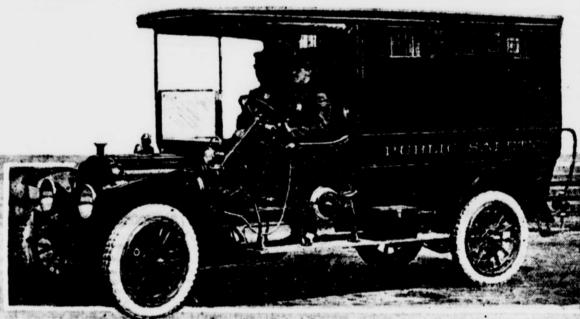
CADILLAC SETS NEW SPEED MARK ON ROAD

Races From Los Angeles to San Francisco, Nearly 500 Miles, in 12 Hours.

10 minutes while "The Lark" train was travelling 482 miles in 13 hours and Bramlett, both veteran road race driv ers. Bramlett was at the wheel to Bakersfield and succeeded in cutting the former record between Los Angeles and that city. Then Beaudet took the

In the rear seat of the touring on place on the market a were Jack O'Connor and William Aug-

POLICE PATROL WAGON RUNS ON NOBBY TREADS



This automobile patrol wagon, part of the police system of Syracuse, is equipped all round

"SUN" READERS' TOURING QUERIES ANSWERED

(Readers of THE SUNDAY SUN who desire any information on roads or tours are invited to send these questions in to the Automobile Editor, THE SUN, 170 Wassau street. It will facilitate answering if all questions are in by Thursday evening. The Touring Bureau of the Automobile Club of America is cooperating with THE SUN in furnishing this information. Suggestions and information will be wel-

G. H. McNair — The best route from New-York to Newport, Vt. is that via Bridge-port, New Haven, Hartford, Springfield, Northampton, Greenfield, Barnardssown, Northfield, White River Junction, Bellows, Falla, Claremont, Brattleboro, Hanover, Wells River, Johnsbury, Derby and New-buryport, Vt. This route is better than going by way of the Berkshires as all the roads leading to the Berkshires are closed at one or more points and the detours

—the motor is 30-35 h.p. cast en bloc.

-it has full-floating rear axle.

-the wheelbase is 110 inches.

The price of the car complete is \$785 f. e. b. Detroit

DODGE BROTHERS MOTOR CAR

New Yacht Line 1916 Hudson Ton ring Car. sales records for a car | Circle Building at Broadway and Sixty-, ter of the Hudson yacht line body lines.

acter were smashed first street.

The new 1916 Hudson car with its year, both medianically and its coach work," says Mr. Houpt, "typifies in the highest degree the best ideals of good taste. That is the secret of its place and class. It is the secret of its place and refinement and a price, made an instantaneous hit with New York inc. of which Harry S. House is president, took over the distribution of the Hudson line in this territory only on June 1, but it was ten days later before the first the lits cars were received and Houpt was to open his new salesroom in the superfluction of the cup defender Resolute, which helps and at the same time its simplicity of design tends toward the reduction of superflucts weight and waste in every direction without any skimping of strength or power.

A rather novel feature of the Hudson with the factory is cars were received and Houpt was the cup defender Resolute, which helps are to meet the demands.

A rather novel feature of the Hudson with the factory is concentration on one model for a period of over four years made it possible to sell this car for \$1,850.